

**Pengaruh Kualitas Produk, Harga, Brand Image dan Word of Mouth
terhadap Keputusan Pembelian (Studi pada Pengguna Mobil
Kategori City Car Merek Honda Jazz di Semarang)**

CLAUDY ELVINA MAYA PUSPA

(Pembimbing : Guruh Taufan Hariyadi, SE, M.Kom)

Manajemen - S1, FEB, Universitas Dian Nuswantoro

www.dinus.ac.id

Email : 211201302862 @mhs.dinus.ac.id

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh kualitas produk, harga, brand image dan word of mouth terhadap keputusan pembelian mobil city car merek Honda Jazz di Kota Semarang. Jumlah responden yang digunakan dalam penelitian ini sebanyak 100 responden pengguna Honda Jazz di Kota Semarang dengan menggunakan teknik pengambilan purposive sampling. Penelitian ini menggunakan analisis regresi linier berganda dengan bantuan program SPSS. Pada penelitian ini variabel kualitas produk, harga, brand image dan word of mouth memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian mobil city car merek Honda Jazz di Semarang.

Kata Kunci : Kata kunci : kualitas produk, harga, brand image, word of mouth, keputusan pembelian.

The Effect of Products Quality, Price, Brand Image and Word of Mouth towards Purchasing Decision (Study on Consumer of Brand Honda Jazz City Car Catalyst in Semarang)

CLAUDY ELVINA MAYA PUSPA

(Lecturer : Guruh Taufan Hariyadi, SE, M.Kom)

Bachelor of Management - S1, Faculty of Economy & Business, DINUS University

www.dinus.ac.id

Email : 211201302862@mhs.dinus.ac.id

ABSTRACT

This study aims to examine the effect of product quality, price, brand image and word of mouth towards purchasing decision of brand Honda Jazz City Car in Semarang City. The number of respondents that used in this study as many as 100 respondents consumer of Honda Jazz in Semarang City by using purposive sampling technique. This study using multiple linear regression analysis with the help of SPSS program. In this study, the variable of quality product, price, brand image and word of mouth have a positive and significant effect toward purchasing decision of brand Honda Jazz City Car in Semarang.

Keyword : Keywords : quality product, price, brand image, word of mouth, purchasing decision.